



**UNITED
FOR
GLOBAL
MENTAL
HEALTH**

We believe in a world where
everyone, everywhere
has someone to turn to when their
mental health needs support



Leveraging the WHO Mental Health Report

June 2022

Opportunities

- **Authority**
- **Reach**
- **Impartiality**
- **Accessibility**
- **Timeliness**

Opportunities

- **Authority** – from leading UN agency
- **Reach** – global & country WHO presence
- **Impartiality** – multiple sources
- **Accessibility** – content, translations
- **Timeliness** – widespread interest in mental health

How to use the report

- **Educate**
- **Elevate**
- **Activate**
- **Agitate**

How to use the report

- **Educate** – networks, next generation
- **Elevate** – move up the agenda
- **Activate** – inform and drive advocacy
- **Agitate** – leverage for action on controversial areas

Examples

- **Educate** – disseminate via GMHAN, professional networks
- **Elevate** – highlight to policy makers & donors why MH matters, what is the latest evidence/ best practice
- **Activate** – will use recommendations on UHC, communicable disease integration to advocate to health professionals to change policies
- **Agitate** – leverage mention of suicide decriminalisation, supporting LGBTQ+ to support PWLE & CSO demands for change

Some immediate next steps

- Identify **key messages** to amplify
- Develop **timeline** for use to sustain momentum
- Identify **networks** to disseminate with/through
- Develop **content** for newsletters, social media
- Consider **events** with WHO and other partners



Looking ahead

World Mental Health Day 10th October

Make Mental Health & Well-being for all a Global Priority.

Consider:

- How could you **use the report** messaging to support your strategy and content for WMHD?
- How could **activity be sustained** from now until WMHD through your networks? What are key dates/opportunities?
- How could WMHD help **recruit more advocates** to champion the report's calls to action for areas you care about?

Thank you!



More information

unitedgmh.org

unitedgmh.org/global-mental-health-action-network

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